

U.S. Department of Commerce
International Trade Administration








National Travel and Tourism Office

Top 10 International Markets: **2015** Visitation and Spending



Top 10 Markets: 2015 International Visitation (Preliminary)











Rank	Country	2015 Arrivals
1	 Canada (-10%) Arrivals from Canada have declined in back-to-back years—declining 10% in 2015, following a 2% decline in 2014. Canada's precipitous decline strongly correlates with the depreciation of the Canadian dollar relative to the U.S. dollar, coupled with a marked decline in land visitation originating out of Canada. Arrivals from Canada accounted for 26.7% of all international arrivals to the United States.	20.70 Million
2	 Mexico (+8%) For the third consecutive year, the United States counted more visitors from Mexico than ever before. In 2015 more than 18 million visitors from Mexico traveled to the United States, an increase of 8%, marking the sixth consecutive year of growth from our second largest market for international arrivals. Arrivals from Mexico accounted for 23.8% of all international arrivals to the United States.	18.41 Million
3	 United Kingdom (+18%)* Never before has the United States counted as many travelers from the United Kingdom as we did in 2015, finally eclipsing the previous record set back in 2000. Indeed, despite major declines facilitated by the global financial crisis in 2009 and three years thereafter, U.K. visitors are once again crossing the pond in record numbers. U.K. arrivals accounted for 6.3% of all international arrivals to the United States.	4.90 Million
4	 Japan (+4%)* After the impact of the global economic slowdown of 2009 and the nuclear emergencies in 2011 subsided, arrivals from Japan began to rebound; in fact, the United States has counted an increased number of arrivals from Japan in three of the last four years—though visitation is still well below the record 5.4 million set more than a decade ago. Japan accounted for 4.8% of all international arrivals to the United States.	3.76 Million
5	 China (+18%)* Since 2004 the growth of Chinese visitation in the United States has been nothing short of explosive, exhibiting double-digit growth in 11 of the last 12 years. China continues its rise in the rankings by supplanting Brazil as our fifth largest international market in terms of visitation (and largest market in terms of spending). Arrivals from China accounted for 3.3% of all international arrivals to the United States.	2.59 Million
6	 Germany (+10%)* In 2015 the United States counted a record-setting 2.3 million visitors from Germany, an increase of more than 10%, marking the sixth consecutive year of growth in arrivals from Germany. Strong growth coupled with declining visitation from Brazil helped Germany move up to sixth in the rankings for 2015. Arrivals from Germany accounted for 2.9% of all international arrivals to the United States.	2.27 Million
7	 Brazil (-2%)* After more than a decade of uninterrupted growth, arrivals from Brazil declined nearly 2% to 2.2 million visitors in 2015. As a result of this decline and the growth of both China and Germany, Brazil tumbled in the rankings from fifth to become the seventh largest inbound market. Arrivals from Brazil accounted for 2.9% of all international arrivals to the United States.	2.22 Million
8	 South Korea (+21%)* Annual arrivals from South Korea have more than doubled since being admitted into the Visa Waiver Program in 2008. This appreciable increase of arrivals in 2015 (and six consecutive years of record visitation) helped South Korea leap over France to assume eighth place in terms of visitation. Arrivals from South Korea accounted for 2.3% of all international arrivals to the United States.	1.76 Million
9	 France (+6%)* France exhibited respectable growth in 2015 and has produced record visitation to the United States for the last three years. However, France slipped in the rankings after being overtaken by South Korea, pushing France down a notch from eighth to become the ninth largest market abroad. Arrivals from France accounted for 2.3% of all international arrivals to the United States.	1.75 Million
10	 Australia (+11%)* The United States counted a record-setting 1.5 million visitors from Australia in 2015, an increase of 11% when compared to the previous year. In fact, arrivals originating from the land down under have posted gains for twelve consecutive years, averaging 11% a year during this period. Arrivals from Australia accounted for 1.9% of all international arrivals to the United States.	1.45 Million

*** 2015 changes reflect a combination of additional records counted and market conditions.**

For more information, please contact: (202) 482-0140 or email: ntto@trade.gov

U.S. Department of Commerce • International Trade Administration • Industry & Analysis • National Travel and Tourism Office

Top 10 Markets: 2015 International Visitor Spending (Preliminary)

Rank	Country	2015 Spending
1	 China (+12%) A decade ago, China ranked ninth in terms of total tourism-related spending in the United States. Now, however, after more than a decade of double-digit growth (averaging 24% a year since 2004), China has become the #1 market for U.S. travel and tourism exports—injecting nearly \$74 million a day into the U.S. economy. Travel and tourism exports account for 59% of all U.S. services exports to China.	\$26.9 Billion
2	 Canada (-16%) Supplanted by the appreciable growth of the Chinese market, Canada, after commanding the top rank for eight consecutive years, fell to second after tourism-related spending in the United States plummeted in 2015. Visitors from Canada spent \$27.3 billion experiencing the United States in 2013, \$5.2 billion more than spent in 2015. Travel and tourism exports account for 39% of all U.S. services exports to Canada.	\$22.1 Billion
3	 Mexico (+1%) Three consecutive years of record-setting spending in the United States has helped Mexico maintain its third place ranking in terms of spending in 2015. Visitors from Mexico spent a record \$18.9 billion in the United States last year, a modest increase of 1% and the sixth consecutive year of growth from our neighbors to the south. Travel and tourism exports account for 61% of all U.S. services exports to Mexico.	\$18.9 Billion
4	 Japan (-6%) Visitors from Japan spent nearly \$18.6 billion experiencing the United States in 2000; since then U.S. travel and tourism-related exports to Japan have declined in seven of the fifteen years thereafter—failing to maintain the amount spent in 2000 translates into a more than \$56 billion loss for the U.S. economy. Travel and tourism exports account for 38% of all U.S. services exports to Japan.	\$16.6 Billion
5	 Brazil (+1%) Brazil, not even a top-ten market ten years ago, has exhibited more than a decade of growth in terms of visitor spending in the United States. In fact, since 2004 the growth of spending by Brazilians has averaged 19% a year and has grown sixfold (610%), rising from \$1.9 billion in 2004 to a record-setting \$13.6 billion in 2015. Travel and tourism exports account for 49% of all U.S. services exports to Brazil.	\$13.6 Billion
6	 United Kingdom (-7%) In 2008 the United Kingdom ranked third in total spending (#1 overseas market). Since then, however, annual U.K. visitor spending has decreased nearly \$4 billion a year (-22%) and the \$12.6 billion spent in 2015 is a five-year low. As a result, Brazil vaulted over the United Kingdom, pushing the U.K. down to sixth. Travel and tourism exports account for 20% of all U.S. services exports to the United Kingdom.	\$12.6 Billion
7	 India (+8%) The United States has enjoyed increased visitor spending from travelers originating out of India in every single year ever reported, save one (spending was absolutely flat in 2009, declining a mere \$6,000 or 0.09%). In fact, over the last decade, travel and tourism exports to India have more than doubled, now accounting for 62% of all U.S. services exports to India.	\$10.6 Billion
8	 South Korea (+13%) Double-digit growth in four of the last six years—averaging 12% a year—has helped propel South Korea up two positions in the last three years, rising to eighth after spending a record-setting \$8.8 billion experiencing the United States in 2015. Travel and tourism exports account for 39% of all U.S. services exports to South Korea.	\$8.8 Billion
9	 Germany (-8%) International visitors from Germany spent \$6.8 billion on travel to and within the United States in 2015, the lowest annual spending in five years. Germany, once ranked as high as 5th, has been slowly slipping in rank and will have a tough time rising again given the growth of emerging markets like Brazil, India, and South Korea. Travel and tourism exports account for 24% of all U.S. services exports to Germany.	\$6.8 Billion
10	 France (-3%) France has been absent from the top 10 for the last six years. And while spending by visitors from France decreased 3% in 2015, spending by visitors from Australia—who occupied tenth place in France's absence—declined 13%, allowing France to rise up and secure tenth place in 2015 despite its decline. Travel and tourism exports account for 30% of all U.S. services exports to France.	\$5.7 Billion

Interested in obtaining data for your organization?

NTTO collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://travel.trade.gov/research/programs/ifs/customized.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts

U.S. Department of Commerce

International Trade Administration
Industry & Analysis

National Travel and Tourism Office

1401 Constitution Ave, NW

Washington, D.C. 20230

Phone: (202) 482-0140

Fax: (202) 482-2887

ntto@trade.gov

<http://travel.trade.gov>